



WCPO

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ORDER

Print Date 08/13/12

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Flight Dates 08/14/12-08/20/12

Contract / Revision 307761 /

Original Date / Revision
08/13/12 08/13/12

Advertiser Mandel/ Republican/ U.S. Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Deleware, OH 43015

Product

Candidate. Josh Mandel 08.13-08.2

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2602

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	41	\$25,372.50	\$29,850.00	0.00	07/30/12	08/20/12	41	\$25,372.50	\$29,850.00
Totals	41	\$25,372.50	\$29,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	08/14/12	08/20/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T--F--		2				\$400.00		0.00			
		Week: 08/20/12	08/26/12	M-----		1				\$400.00		0.00			
N 2	WCPO	08/14/12	08/20/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1				\$800.00		0.00			
		Week: 08/20/12	08/26/12	-----		0				\$0.00		0.00			
N 3	WCPO	08/19/12	08/19/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00



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Contract / Revision 307761 Flight Dates 08/14/12-08/20/12

Hiatus Dates

Original Date / Revision 08/13/12/ 08/13/12

Order Sep 00:30:00

Advertiser Mandel/ Republican/ U.S. S Product Candidate. Josh Mandel 08 Estimate # 2602

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$400.00		0.00			
N 4	WCPO	08/19/12	08/19/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$450.00		0.00			
N 5	WCPO	08/14/12	08/20/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	1	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----					1	\$500.00		0.00			
		Week: 08/20/12	08/26/12	M-----					1	\$500.00		0.00			
N 6	WCPO	08/14/12	08/20/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	1	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----					1	\$350.00		0.00			
		Week: 08/20/12	08/26/12	M-----					1	\$350.00		0.00			
N 7	WCPO	08/14/12	08/20/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----					1	\$550.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N 8	WCPO	08/14/12	08/20/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W-F--					2	\$600.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N 9	WCPO	08/14/12	08/20/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-T---					2	\$750.00		0.00			
		Week: 08/20/12	08/26/12	-----					0	\$0.00		0.00			
N 10	WCPO	08/14/12	08/20/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-T---					2	\$850.00		0.00			
		Week: 08/20/12	08/26/12	M-----					1	\$850.00		0.00			
N 11	WCPO	08/20/12	08/20/12	8-10pm Bachelor/Bachelo 8-10p Bachelor/Bachelore	CM	8-10p	M-----	:30	1	\$3,200.00	P-8	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	M-----					1	\$3,200.00		0.00			
N 12	WCPO	08/14/12	08/20/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	2	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W-F--					2	\$900.00		0.00			
		Week: 08/20/12	08/26/12	M-----					1	\$900.00		0.00			
N 13	WCPO	08/19/12	08/19/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S					1	\$900.00		0.00			
N 14	WCPO	08/16/12	08/16/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	---T---	:15/:15	1	\$400.00	P-3	0.00	BK	1	\$400.00

